



General Assembly

January Session, 2015

Committee Bill No. 6284

LCO No. 5758



Referred to Committee on PUBLIC HEALTH

Introduced by:
(PH)

***AN ACT CONCERNING THE ADVERTISING OF SERVICES BY
HEALTH CARE PROVIDERS.***

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. (NEW) (*Effective October 1, 2015*) (a) As used in this
2 section:

3 (1) "Advertisement" means any communication or statement,
4 whether printed, electronic or oral, that names a provider in relation to
5 his or her profession or provision of health care services or the facility,
6 office or place where the provider is employed, volunteers or
7 otherwise provides health care services, including, but not limited to,
8 billboards, brochures, pamphlets, business cards, letterhead, direct
9 mail solicitations, scripts for radio, television and telephone
10 solicitations, and telephone directories. "Advertisement" shall not
11 include material that provides information about provider networks
12 established by health insurers;

13 (2) "Health care services" has the same meaning as provided in
14 section 38a-478 of the general statutes; and

15 (3) "Provider" has the same meaning as provided in section 20-7b of
16 the general statutes.

17 (b) Every advertisement shall clearly identify the type of license,
18 registration or certificate under which the provider is practicing and be
19 free from deceptive or misleading information.

20 (c) A facility, office or place where a provider is employed,
21 volunteers or otherwise provides health care services shall make
22 available, upon request of any person, an up-to-date list of every
23 provider who provides health care services at such facility, office or
24 place, including, but not limited to, the provider's name, the type of
25 license, registration or certificate under which such provider is
26 practicing and detailed information on the education, training and
27 experience of each provider. The list shall be free from deceptive or
28 misleading information.

29 (d) Any violation of the provisions of this section shall constitute an
30 unfair trade practice pursuant to chapter 735a of the general statutes.

31 Sec. 2. Section 19a-905 of the general statutes is repealed and the
32 following is substituted in lieu thereof (*Effective October 1, 2015*):

33 (a) As used in this section:

34 (1) "Health care provider" means any person employed by or acting
35 on behalf of a health care facility or institution; and

36 (2) "Health care facility or institution" means a hospital, nursing
37 home, rest home, home health care agency, homemaker-home health
38 aide agency, emergency medical services organization, assisted living
39 services agency, outpatient surgical facility and an infirmary operated
40 by an educational institution for the care of students enrolled in, and
41 faculty and employees of, such institution.

42 (b) Any health care provider who provides direct patient care shall
43 wear in plain view during such provider's working hours a

44 photographic identification badge issued by the health care facility or
 45 institution that includes the name of the health care facility or
 46 institution, the name of the health care provider, and the type of
 47 license, certificate or employment title that the health care provider
 48 holds with the health care facility or institution. Health care facilities or
 49 institutions, in consultation with the Department of Public Health,
 50 shall develop policies and procedures concerning (1) the size, content
 51 and format of the photographic identification badge required pursuant
 52 to this subsection, and (2) any exemptions to the requirements of this
 53 subsection necessary to ensure the safety of patients and health care
 54 providers.

55 (c) Any violation of the provisions of this section shall constitute an
 56 unfair trade practice pursuant to chapter 735a.

This act shall take effect as follows and shall amend the following sections:		
Section 1	October 1, 2015	New section
Sec. 2	October 1, 2015	19a-905

PH *Joint Favorable*